

# Solve Your Flea Problem – **NOW!**

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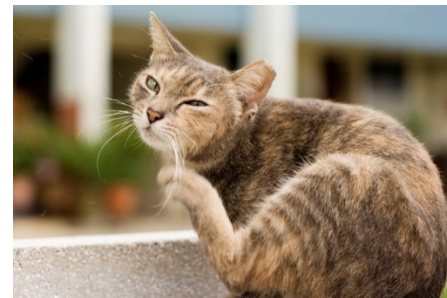
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## I Don't Really Have A Flea Problem – Do I?

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Flea problems are frustrating, aggravating, and irritating, not only to your dog or cat, but even to you and your family. Fleas can be found in every part of the US, and probably in every country. They are sneaky; hiding in dark, damp areas outside and once they get on your pet, they can come inside your home leaving their eggs in carpets, rugs, and on cloth covered furniture. This can result in a re-infestation every few days for months on end unless you do something to break their life cycle.

The biggest sign of a flea infestation is an upswing in the amount of scratching you or your pets are doing. Keep an eye out for any frustrated or unusual scratchy behavior in your dog or cat.



Fleas are big enough to be seen, so an easy place to look is on your pet. You may have to look closely because

fleas can jump fast and high, quickly. The best place to look is in the arm pit or the groin area. These places are warm and protected, making them great hiding places.

Look for flea “dirt” (it’s actually flea feces) on your pet’s skin. This is typically found on the animal’s back, near the tail head or on the chest area. It can be difficult to



differentiate between flea feces and any number of other dirt particles that might be caught in your pet’s fur. A good test is to drop these small black pellets in water. If the water or dropping begins to turn a sort of reddish brown, then you’re looking at flea droppings.

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*Sometimes the only symptom of a flea infestation is an unusual restlessness in your pet. This is often accompanied by a shaking of their head or a scratching of the ears.*

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If you want proof that fleas have invaded your home, put on a pair of white socks and walk throughout your house. Fleas will be attracted to your motion, your body heat, and the white color of the socks. Fleas will jump onto the white socks making them easily visible.

**\*Caution\*** Look closely at this picture, you will see that some of the fleas traveled from the sock to the skin area for their “vampire like” blood meal.

Another easy way to confirm flea infestation is the “soapy water trap”. At night before all the lights are out, place a small bowl of soapy water on the floor and set a lamp beside it directing the light onto the water’s surface. During the night, fleas will jump toward the light, land in the soapy water, and drown.



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*Whatever you do, don't remain in denial. If you have a flea infestation, admit it, and let us help you arrive at a logical pest elimination program. Ignored, this can become a serious problem for your pets and your family.*

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## How Did My Pet Get Fleas?

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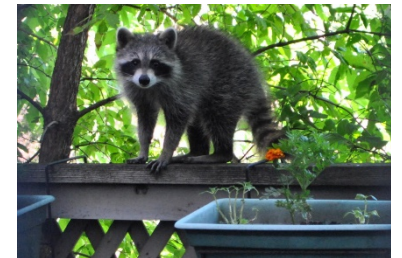
Even if your pets stay close to home, like I said earlier, fleas are sneaky creatures and they will find ways to get onto your pet and into your home. All it takes is a few fleas to get established in your yard, and in seemingly no time, they have set up a full-scale infestation, of your yard, your home, and your pets.

### Transportation From Other Animals



No yard is an island, and unfortunately, there is no way to keep every wild animal out of your yard. Even with a tall, electrically charged fence topped with

barb wire, squirrels, raccoons and other small rodents will find ways to get into your yard. And yes, when they visit, they carry fleas, flea larvae, and flea eggs along with them.





The more visitors you have, the greater the chance of an infestation.

Feral cats roaming your property can also be carriers of fleas. This is one reason not to encourage wild animals to come into your pet's environment by leaving out offerings such as pet food, peanuts, corn, and even bird seed.



Also, an open window, even one that is screened in, is a potential entrance for fleas.

### **Human Transportation**

Anyone coming into your home could cause a flea infestation. Unknowingly, friends and family coming to visit can bring fleas from their own home without their knowledge. Likewise, when you visit family or friends, you could pick up fleas and bring them back to your property without knowing it.

Fleas like to hitch a ride on your pants leg, socks, shoes, etc. Remember, these pests are just looking for a host of any kind from which they will acquire their next blood meal.

Be extra cautious when house sitting for someone or when you have someone take care of your pets while on vacation. Flea transmission can easily occur here.

### **Outside the Home**

Anytime your pet goes out into the world -- even if only for a visit to the groomer, the veterinarian, the day spa, or even the boarding kennel, he is being exposed to the possibility of fleas "hopping aboard", enjoying that blood meal they so desperately need, and coming home hidden deep in the hair coat.



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***Why do we use the term "hopping aboard"? Take a close look at the back legs of the flea. They are highly developed, almost spring like, and with the aid of a specific body protein, he can make incredible leaps.***

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## How Dangerous Are Fleas?

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Fleas can cause a wide variety of issues for you and your pets.

The most common problem is “flea bite dermatitis”, an allergic reaction in the skin caused by flea saliva. This condition is characterized by intense itching and scratching resulting in various levels of skin damage. These areas are open pathways for infection. Lesions can appear anywhere, but the most frequent locations are on the animal’s back and at the base of the tail. Removal of the allergen, the flea, is only half of the battle. The allergic reaction must also receive attention through Veterinary care.



“Flea bite dermatitis” can also present as what is commonly called a “hot spot”. These often appear as circular lesions at the location most actively involved in the itch/scratch action.



Once again, removal of the allergen, the flea, is only half of the battle. The skin damage must also be treated topically.

A second problem of flea infestation is tapeworm intestinal disease. These are parasitic infections occurring when fleas are consumed as your pet chews or bites at the itch caused by the flea bite. The tapeworm is inside the flea, and once it is swallowed,

the infection begins. Recognition of the disease occurs when the segmented parasites are seen in the animal's stool or on the hair near the anus. Segments often look like small grains of rice. The primary problem tapeworms cause is the itch response around



the rear end and in severe cases, weight loss. Treatment with specific

de-wormers works well.

Finally, a less common medical issue caused by fleas is blood loss or anemia. "Flea bite anemia" is usually seen in young puppies or kittens. It results from a severe flea infestation where adult fleas are in such massive numbers that they literally drain the blood from the young pet. When this anemia occurs, it should be treated as a medical emergency and timely Veterinary care is required to reverse the effects.

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*In our climate, fleas are a fact of life all year. Understanding that they can cause severe conditions for you and*

*your younger pets should be important.*

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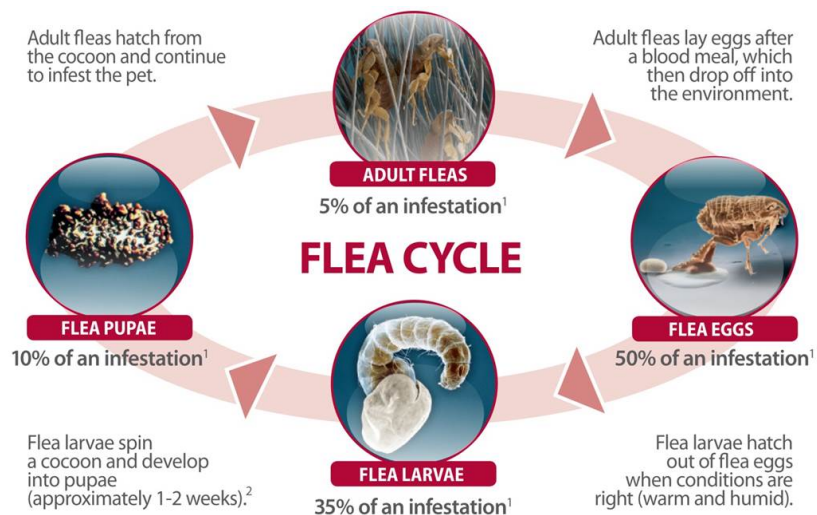


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## Understanding the Flea Life Cycle

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If you want to have any hope of controlling fleas and preventing any of the flea caused disease conditions, you must first understand their life cycle.



The first thing you need to understand is that the adult flea (5% of the infestation) will lay about 500 eggs in her lifetime. That means 20 fleas will become 1000 fleas in a very short period.

Most of the time, fleas lay their eggs (50% of the infestation) on their host. The eggs are completely smooth, so they slide off the host and land in its environment. To develop, flea eggs need a warm, moist environment: a temperature of about 70 degrees Fahrenheit (21 degrees Celsius) and 70 to 85 percent humidity. In these conditions, the eggs hatch in about 12 days.



Flea larvae (35% of the infestation) are about 1.5 millimeters long and look like white, segmented worms. They avoid light and migrate toward cracks in the floor or under grass if outside, where they remain for their development.



After a week or two, flea larvae (10% of the infestation) spin silk cocoons and pupate. They attach pieces of dirt and debris to their cocoons as camouflage. If food is plentiful, the adult flea emerges after about a week. Otherwise, **the flea may stay in its cocoon for up to a year.**



Adult fleas begin searching for food when they emerge from the cocoon. Movement and warmth serve as attractants and the adult simply waits until a host comes close. While fleas are best noted for their ability to jump, once they acquire a host, they tend to remain feeding and laying eggs.

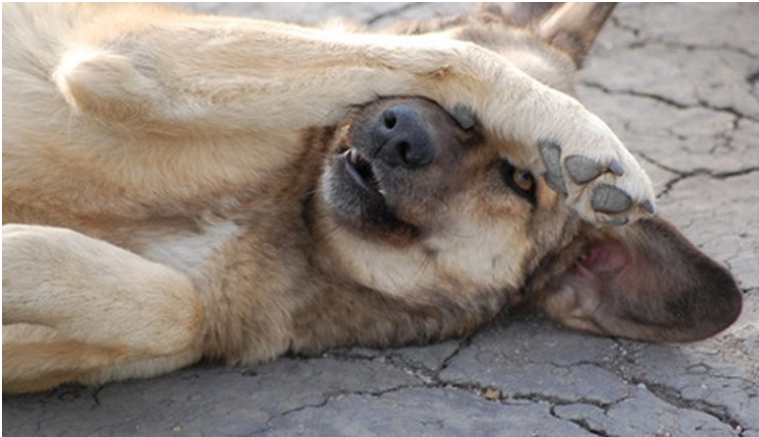
Within 48 hours of the first blood meal, adults begin laying eggs and the cycle begins again.



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*The complete life cycle ranges from a few weeks to several months primarily dependent upon environmental conditions.*

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## So, Where Do Fleas Live?

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Adult fleas prefer living on specific body regions of your dog or cat. The highest concentrations live on the lower back, neck, and belly areas.

Most fleas live around the head and neck area on cats. The back and belly areas are secondary locations.

CATS & SCRATCHING  
IT COULD  
BE FLEAS



Dogs are less likely to harbor fleas on the head and neck. The belly area and the lower back seem to be the preferred locations.

I don't  
want  
no stinkin'  
flea  
Bath !!!



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*Contrary to popular belief, fleas spend most of their life cycle off the pet and in the environment.*

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Most of the time, fleas live in the environment – not on your pet. Here's where you will find the majority of eggs, larvae, and pupal stages. They prefer moist,



shady, cool places. They especially like weeds, tall grass, shrubs, leaves, and trees. Any area where moist organic matter can be found is ideal. Don't forget the outdoor kennel

or dog house, they not only survive, they thrive in these areas.

Inside your home, fleas are great at hiding. Eggs, larvae, and pupae live on your carpets, your cloth furniture, and the cracks between tiles on the floor. If you allow your pet on your bed, this could be a hiding place as well.



By understanding where fleas live you will then see that controlling the adults on your pet represent attacking only a small fraction of your flea problem. **Without a systematic approach to controlling fleas in the environment you will only frustrate yourself and make you think your treatments aren't working. In other words, the fleas win and you lose.**



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## FLEA CONTROL – HERE’S THE SOLUTION

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First, you must understand that most flea problems aren’t associated with just your pet, your home, or your yard. Your flea problem has most likely spread into all three areas and if you want to solve your problem, you must attack all three areas at once. And here’s the key....

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***You must continuously attack all three areas, your home, your yard, and on your pet systematically, simultaneously, and regularly.***

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Why, because your pet is nothing more than a subway shuttle for fleas, wherever your pet goes, flea problems are left behind.

### **Control fleas on your pet first.**

**Capstar®** quickly eliminates fleas on your dog or cat. This is a tablet that when given, works within 30

minutes and kills approximately 90% of the adults within 4 hours.



Spot on treatments can be used at the same time, but they do require several days to start working. Most topicals claim to control fleas for 30 days, requiring monthly treatment, but it might be best to work off of a 4-week calendar. We suggest using **Frontline Plus®** because it kills fleas, kills flea eggs, kills flea larvae, and is effective on ticks. Generic products are available, just make sure they contain fipronil and S-methoprene, the two ingredients that give frontline plus the broad spectrum killing ability.



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*Here's our best suggestion for "on the pet" treatments. Effectiveness of Capstar® and Frontline Plus® depends on your strict adherence to the 28 day dosing and application schedule.*

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## Second, control fleas in your home.

Here two is a multiple product approach suggested in conjunction with some household activities.

Flea foggers will work. But, you must use a fogger in each room your pet frequents. We suggest the **Adams Plus® Indoor Foggers** that kill adults, larvae, and eggs plus a host of other indoor pests. The label claims to work for 7 months, but a more reasonable application time frame is every 90 days.



Carpet powders or dusts work well. Using **Food Grade Diatomaceous Earth** is our suggestion. Sprinkle a liberal amount of this on your carpets and rugs, leave it over night and then vacuum the next day. This product doesn't do much for killing the flea egg but it works quite well on the adults and larvae. Treating your carpets and rugs weekly is best, but once a month could work provided you routinely vacuum your carpets and rugs each week during your cleaning chores. Be sure to empty your vacuum containers or bags after each cleaning or treat them with **Adams Plus Spray®** or **Demon® WP** as the eggs and larvae collected will still be alive.





**Demon® WP** (wetable powder) when mixed with **I. G. Regulator®** works well when sprayed on carpets, rugs, under furniture, behind appliances, anywhere you might think fleas could hide.

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*Our best suggestion for in home treatment includes a using Adams Plus Foggers® every 90 days, Food Grade Diatomaceous Earth once a month, and the Demon® WP/I. G. Regulator® combination spray once a month. Remember to routinely vacuum once weekly during your household chore time.*

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## And finally, control fleas in your yard.

Insecticidal sprays like **Cyonara®** and **Liquid Sevin®** work well when applied weekly. Since neither kills the larvae or eggs, regular, systematic weekly treatments are a must in order to break-up the life cycle, preventing adult fleas from acquiring



that initial feeding and laying eggs. Both products come in a “ready to use” spray bottle that attaches directly to a water hose for easy application.

Follow up treatments can be accomplished by refilling the RTU bottle with like concentrates.



If spraying on a weekly basis is impossible for you, using bifenthrin granules is an acceptable, *but not as effective*, approach. Applying this product to your lawn and flower beds can help control egg laying as it will kill adult fleas and some flea larvae. We recommend **Bifen® LP Insecticidal Granules**. It is available in a 25 lb bag and can be easily added to lawn fertilizer for a dual application. This product has added benefits as it controls fire ants, chinch bugs, fleas, mole crickets and ticks. One bag should cover 21,00 square feet.



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*Our suggestion for lawn treatment includes Bifen® L/P granules once a month, Cyonara® spray once weekly.*

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## Our Three Step Program for Flea Elimination

So, what's the complete package? Here it is! Our 3 Step Program for Flea Control.

- Capstar® and Frontline® on your pet
- Adams Foggers®, Diatomaceous Earth, and Demon® WP/I. G. Regulator® in your home
- Bifen® L/P granules and Cyonara® for your lawn

Final suggestions: The use of a once a month flea capsule (CapShield Plus) has shown tremendous promise. As of February 2018, we have begun adding this item to our 3 Step Program.

A product from BASF, PT® Alpine Flea & Bed Bug Insecticide shows long term effectiveness when used in kennel areas, pet housing, inside homes. This

product has very specific cautionary statements and label directions should be followed. NEVER use this product topically on your pet – it is for premise use only.

Ask us about these additions and how they are working.



**For more information, contact any of our Customer  
Service Technicians.**



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